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5560 BUSINESS INTELLIGENCE AND DATA VISUALIZATION

MASTER OF SCIENCE IN COMPUTING AND DATA ANALYTICS

DEPARTMENT OF MATHEMATICS AND COMPUTING SCIENCE

High-Dimensional Analysis

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1 Overview of High-Dimensional Analysis

In recent years, organizations have accumulated vast volumes of data, making large-scale data analysis a critical challenge. Big data is characterized by **volume** (the scale of data), **velocity** (the speed at which data is generated), and **veracity** (the accuracy and reliability of data). Data analytics involves **multidimensional data** used to describe facts related to **who, what, when, where, how, and why**. The dimensions represent various perspectives from which data can be analyzed.

1.1 Challenges in High-Dimensional Data Analysis

Despite having rich information, high-dimensional data presents significant challenges that can hinder effective data analysis. Figure 1 explores some key challenges that one might encounter during the analysis. [9]

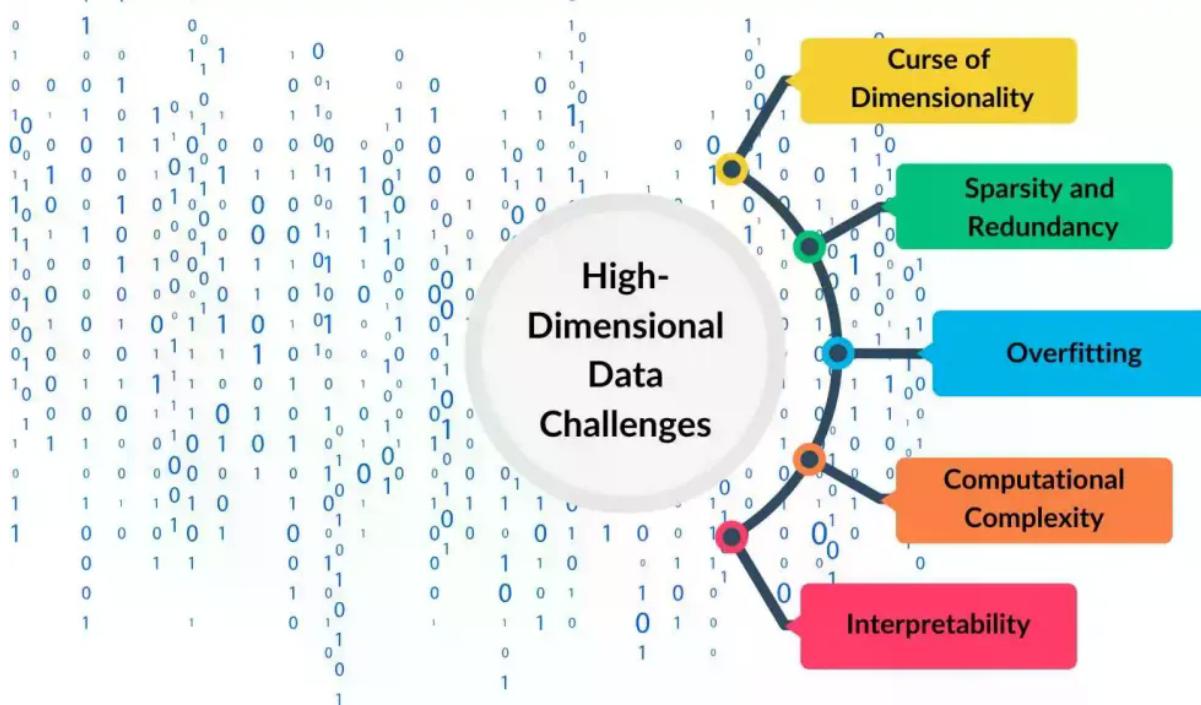


Figure 1: Some Challenges in High-Dimensional Analysis

- **Curse of Dimensionality:**

This term describes the exponential increase in data volume and complexity as the number of dimensions increases. With many dimensions, it becomes very difficult to identify meaningful patterns and trends visually. Additionally, conventional distance metrics (e.g., Euclidean Distance) often become ineffective, which complicates statistical analysis for tasks like clustering or classification.

- **Sparsity and Redundancy:**

In high-dimensional datasets, many features are often irrelevant, redundant, or empty. **Sparsity** occurs when only a few features are relevant for a specific observation; the rest of the empty or near-zero data can introduce noise. **Redundancy** occurs when the same type of information is captured by multiple features (multicollinearity), which introduces inefficiency and does not contribute much new value to the model.

- **Overfitting:**

With an abundance of features relative to the number of data points, models can easily **overfit** the training data, capturing noise instead of generalized, meaningful patterns. That can lead to poor predictive performance due to reduced generality when applying the model to unknown data.

- **Computational Complexity:**

The large number of features significantly increases the computational requirements to store, process, and analyze the data. This high complexity can substantially increase the time and cost associated with building models or conducting Exploratory Data Analysis (EDA).

- **Interpretability:**

As the number of features grows, understanding the complex relationships and interactions in the data becomes much harder. This complexity makes **Explainable AI** (XAI) difficult, hindering the focus on transparency and interpretability of the model's decision-making process, which is often crucial in regulated sectors like healthcare or finance.

1.2 Why Database over Flat Spreadsheets?

While they provide a convenient way to view pre-processed data, they are insufficient for comprehensive high-dimensional analysis. Transitioning from flat files to a relational database structure was essential for this project for the following reasons:

- **Data Integrity and Reduction of Redundancy:**

Flat files often suffer from data redundancy, where the same fact is repeated multiple times, leading to inconsistencies and the potential for a “garbage can” effect in data storage. By utilizing a relational database, we leverage normalization through Primary Keys and Foreign Keys. This ensures that entities such as Customers, Products, and Suppliers are stored efficiently without unnecessary duplication, maintaining the integrity of the dataset.

- **Elimination of Data-Creator Bias:**

A flat datasheet represents a pre-processed extraction of data, meaning the “Data-Creator” has already decided which columns and rows are relevant. This introduces bias and limits the scope of analysis. By accessing the underlying database directly, we were able to implement our own Business Intelligence (BI) strategy, retrieving

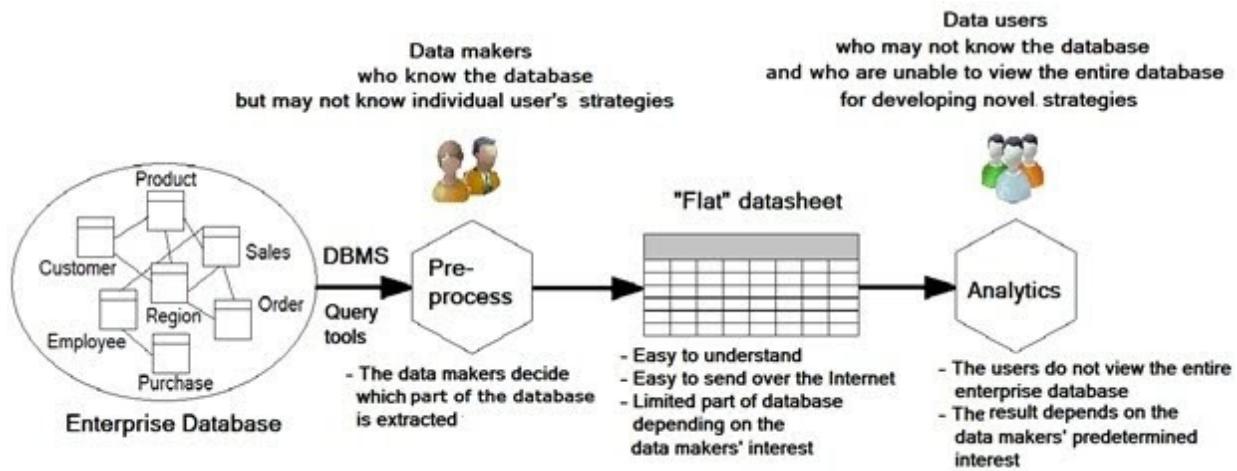


Figure 2: Why databases are preferred over flat Spreadsheets?

and connecting specific tables to reveal hidden patterns that a pre-constructed flat file might obscure.

- **Handling High-Dimensional Relationships:**

Business strategies are rarely dependent on two-dimensional questions. A flat sheet is limited to rows and columns, but our analysis required simultaneous investigation of multiple dimensions (e.g., *Who* bought *What*, *When*, and from *Whom*). The database structure allowed us to construct Snowflake/Star Schema and Data Cubes, facilitating multi-level slicing, dicing, and drilling down into the data—capabilities that are severely restricted in a flat, two-

- **Managing Complex Relationships:**

The sample data involves complex Many-to-Many (m:m) relationships, such as Students taking multiple Courses. In a relational database, these are resolved into One-to-Many (1:m) relationships using associative entities (e.g., Order Details). Understanding these linkages is necessary to accurately calculate measures like total revenue based on quantity and unit price across different hierarchical levels, a task that is prone to error in manual spreadsheet processing.

2 Business Intelligence Strategy

To ensure that the analysis yields actionable insights rather than generic observations, a targeted Business Intelligence (BI) strategy was developed. This strategy was systematically divided into two primary domains: the **Customer (Demand) Side** and the **Supplier (Supply) Side**. This structure guided the selection of high-dimensional analysis techniques, ensuring that every pivot table, query, visualization, and statistical analysis addressed a specific business risk or opportunity as per [Figure 3](#).

2.1 Customer Side Strategy: Mitigating Revenue Dependence Risk

The primary objective on the demand side was to evaluate the stability of the company's revenue streams. Rather than simply listing sales figures, the strategy was focused on identifying revenue concentration risks and product demand cycles.

- **High-Dimensional Slicing of Demand Patterns:**

To move beyond traditional analysis, three dimensions were utilized: *Who* (Customer), *What* (Product), and *When* (Time). Specifically, the Time dimension was used to track purchasing behaviors across Quarters and Months, allowing drill-down into specific transactions (e.g., identifying which products drove high demand in Q1 versus Q2).

- **Analysis of Revenue Concentration (Pareto Principle):**

The aim was to determine if the company was relying disproportionately on a small subset of customers. By calculating the percentage contribution of each customer to total revenue, "Key Account" risks are identified, where the loss of a single client could threaten the financial stability of the business.

- **Product Portfolio Performance:**

Visualizations were employed to simultaneously analyze three variables: Product, Order Quantity, and Time Period. This strategy was designed to highlight not just the best-selling products, but also the specific timing of those sales to optimize inventory planning.

2.2 Supplier Side Strategy: Cost Optimization and Arbitrage

The objective on the supply side was to reduce procurement costs by identifying price variances among suppliers for identical products. After identifying the suppliers who would charge above average, finding an alternative supplier is key to negotiating a "better deal" for the business.

- **Identification of Price Variance (SQL Query Strategy):**

A core component of the strategy was the detection of "overcharging" suppliers. Specific SQL queries were designed to compare the *Unit Cost* offered by a particular sup-

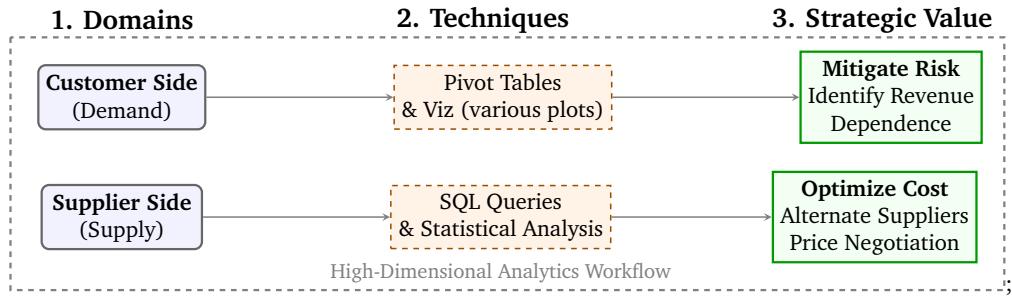


Figure 3: The Business Analytics Strategy map. Two primary business goals: 1. Reducing customer revenue dependence, and 2. Identifying overcharging suppliers.

plier against the *Average Market Price* for that product. The goal was to flag suppliers selling products significantly above the average, thus providing concrete targets for price negotiation.

- **Supplier Importance vs. Cost Efficiency:**

The volume of business conducted with a supplier was correlated against the costs they imposed to assess the supplier's importance for a particular product. Using high-dimensional data, the Total Cost against Time, Product, and Supplier Name was visualized to determine if the largest suppliers were, in fact, the most cost-efficient partners.

- **Statistical Analysis of Cost Economies:**

Hierarchical clustering analysis was also investigated to study the hierarchy among suppliers. The strategic goal was to determine if alternative suppliers could be found to procure products at a better price structure for the business.

3 Customer Side Analysis (Demand)

In alignment with the established BI strategy, the analysis was initiated on the demand side to investigate revenue dependence and product popularity. This process transitioned from structural definition (Data Cube, See [Figure 4](#)) to exploration (Pivot Tables) and finally to communication (Visualization).

The screenshot shows a Data Cube visualization titled "CX_Cube_PivotTable". The interface includes a header with "iii Columns" and "Measure Names" (QUARTER(Order D., MONTH(Order Date), First Name, Product Name - Short), and a row header with "Rows" (Quarte.. Month of, First Name, Product Name - Short). The main area is divided into three sections: "Dim1 Time" (Order Date), "Dim2 Customer" (First Name), and "Dim3 Product" (Product Name - Short). The "Dim3 Product" section is highlighted with a blue box and contains a sub-section labeled "Facts: Quantity Unit Price". The data table lists various products and their details.

Product Name - Short		Quantity	Unit Price
Nike Shoes		300.0	46.0
Nike Shoes		25.0	46.0
UGGs		25.0	3.0
Under Armour Shoes		25.0	18.0
Underwear		100.0	12.8
Light Jacket		10.0	25.0
Snapback Hat		10.0	22.0
Tie		10.0	9.2
UGGs		200.0	3.0
Shoelaces		20.0	3.5
UGGs		50.0	3.0
Fitted Hat		50.0	10.0
Heavy Jacket		3.0	40.0
Jeans		0.0	38.0
UGGs		0.0	3.0
Dress Shirt		50.0	18.4
Socks		50.0	9.7
Dress Shirt		30.0	18.4
Snowboots		25.0	21.4
Socks		30.0	9.7
Blazer		40.0	81.0
Jeans		10.0	38.0
Short Sleeve Shirt		40.0	7.0

Figure 4: Customer Data-cube: Customer, Product, Order Date(Time)

3.1 Construction of the Demand-Side Data Cube

To enable high-dimensional analysis, a Snowflake Schema [Figure 5](#) focused on the purchasing behavior of clients was constructed. As defined in the methodology, the central fact table and its surrounding dimensions were identified as follows:

- **Fact Table:** Order Details (containing measures: *Quantity* and *UnitPrice*).
- **Dimension Tables:** Orders(When), Products(What), & Customers(Who).

These tables were linked via Primary and Foreign Keys (e.g., CustomerID, ProductID) to create a multi-dimensional structure capable of supporting the slicing and dicing operations required to answer complex questions about revenue concentration. The **Order Details** table and **Orders** table have a many-to-one (M:1) relationship, with OrderID acting as a foreign key for the **Order Details** table. The **Order Details** table and the **Products**

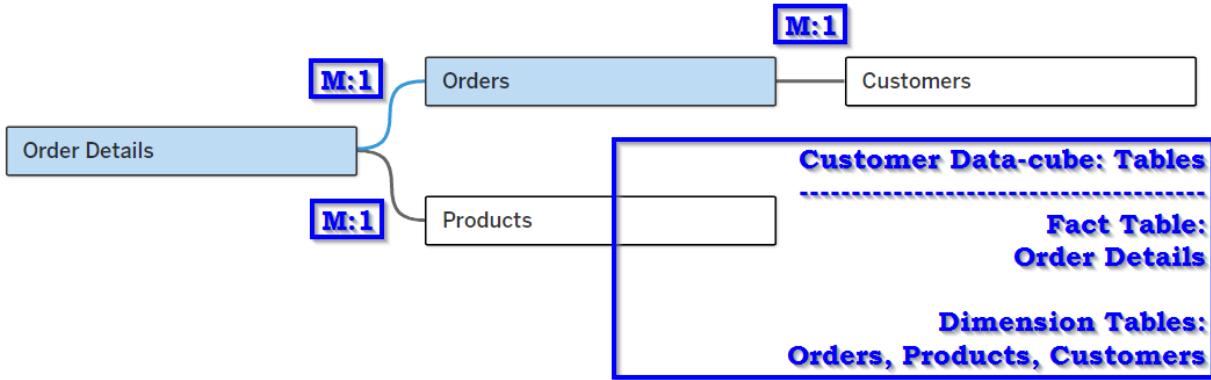


Figure 5: Customer Data-cube: Snowflake Schema Tables

table have a many-to-one (M:1) relationship, with ProductID acting as the foreign key. Lastly, the **Customers** table and the **Orders** table have a many-to-one (M:1) relationship (a customer can place multiple orders) with CustomerID acting as a foreign key, as shown in [Figure 5](#).

3.2 Pivot Table Operations: Slicing, Dicing, and Drill-Down

Pivot Tables were utilized to perform Online Analytical Processing (OLAP) on the Data Cube. The customer pivot table is illustrated in [Figure 6](#).

Slicing with the Time Dimension:

For temporal analysis, the *Time* dimension (specifically Order Date organized by Quarter and Month) was positioned on the left-most axis of the pivot table [Figure 7](#). This arrangement allowed purchasing behaviors to be “sliced” to isolate performance in Q1 versus Q2.

Dicing and Drill-Down:

The data was “diced” by intersecting *Customer* and *Product* dimensions against these time slices. Through this high-dimensional view, information can be obtained, such as popular footwear and winter apparel among Accounting Assistants and Purchasing Managers, as illustrated in [Figure 8](#). Performing the slicing and dicing operations multiple times is a drilling-down operation to find some specific information that we might need.

3.3 Visualization and Strategic Findings

To communicate these insights effectively, three distinct visualizations were generated. The underlying data tables for these charts are provided in **Appendix** to substantiate the findings.

iii Columns Measure Names

≡ Rows QUARTER(Order..) MONTH(OrderDate) Product Name - Short First Name

CutomerCube_PivotTable

Q.. ≡ Month of		Product Name - ..	First Name	Quantity	Unit Price	
Dim1 Time (When)	Dim2 Product (What)	Addidas Shoes	Melanie	100.0	14.0	
		Nike Shoes	Shawn	20.0	46.0	
		Rain Jacket	Fern	10.0	53.0	
		Shoelaces	Fern	10.0	3.5	
		Snowpants	Melanie	30.0	3.5	
		Tie	Fern	10.0	30.0	
		Under Armour S..	Rita	30.0	9.2	
			Shawn	15.0	18.0	
		February	Socks	Alfie	200.0	9.7
			Tie	Fern	20.0	9.2
		March	Underwear	Ming-Yang	10.0	12.8
			Heavy Jacket	Ibraheen	17.0	40.0
Dim1 Time (When)	Light Jacket	Roland	10.0	25.0		
	Nike Shoes	Amritansh	300.0	46.0		
		Joseph	300.0	46.0		
		Kathryn	25.0	46.0		
	Shoelaces	Seth	20.0	3.5		
	Snapback Hat	Roland	10.0	22.0		
	Tie	Roland	10.0	9.2		
	UGGs	Kathryn	25.0	3.0		
		Roland	200.0	3.0		
		Seth	50.0	3.0		
	Under Armour S..	Kathryn	25.0	18.0		

Facts:
Quantity
Unit Price

Figure 6: Pivot Table Operations

CX_Cube_PivotTable_Slicing

Quarte.. Month of.. First Name Product Name - Short Quantity Unit Price

Q1	January	Fern	Shoelaces	10.0	3.5
			Snowpants	10.0	30.0
		Melanie	Addidas Shoes	100.0	14.0
			Shoelaces	30.0	3.5
		Rita	Tie	30.0	9.2
		Shawn	Nike Shoes	20.0	46.0
			Under Armour Shoes	15.0	18.0
	February	Alfie	Socks	200.0	9.7
		Fern	Tie	20.0	9.2
		Ming-Yang	Underwear	10.0	12.8
	March	Amritansh	Nike Shoes	300.0	46.0
		Ibraheen	Heavy Jacket	17.0	40.0
		Joseph	Nike Shoes	300.0	46.0
		Kathryn	Nike Shoes	25.0	46.0
			UGGs	25.0	3.0
			Under Armour Shoes	25.0	18.0
		Rita	Underwear	100.0	12.8
		Roland	Light Jacket	10.0	25.0
			Snapback Hat	10.0	22.0
			Tie	10.0	9.2
			UGGs	200.0	3.0
		Seth	Shoelaces	20.0	3.5
			UGGs	50.0	3.0

QUARTER(Order Date)

- (All)
- Null
- Q1
- Q2

Slicing Operation:

Sliced on Q1 to isolate Q1 and Q2 for analysis

Figure 7: Customer: Pivot Table - Slicing Operation

CX_Cube_PivotTable_Dicing

Quarte.. Month of.. First Name Product Name - Short Quantity Unit Price

Q1	March	Amritansh	Nike Shoes	300.0	46.0
		Ibraheen	Heavy Jacket	17.0	40.0
		Joseph	Nike Shoes	300.0	46.0
		Kathryn	Nike Shoes	25.0	46.0
			UGGs	25.0	3.0
			Under Armour S..	25.0	18.0
		Roland	UGGs	200.0	3.0
		Seth	UGGs	50.0	3.0

QUARTER(Order Date)

- (All)
- Null
- Q1
- Q2

MONTH(Order Date)

March

Category

- (All)
- Null
- Accessories
- Beachwear
- Casual
- Footwear
- Glasses
- Nightwear
- Outerwear
- Suit
- Winter Apparel

After Slicing on Q1, Dicing and Drill-down are shown here

Dicing Operation:

By Product Category - Footwear and Winter Apparel

Drill-down Operation:

By Month - March

Figure 8: Customer: Pivot Table - Dicing Operation

Quarter	Month of	Product Name - Short	First Name	Quantity
Q1	January	Addidas Shoes	Melanie	100.0
		Nike Shoes	Shawn	20.0
		Rain Jacket	Fern	10.0
		Shoelaces	Fern	10.0
			Melanie	30.0
	February	Snowpants	Fern	10.0
		Tie	Rita	30.0
		Under Armour Shoes	Shawn	15.0
		Socks	Alfie	200.0
		Tie	Fern	20.0
March	Underwear	Underwear	Ming-Yang	10.0
		Heavy Jacket	Ibraheen	17.0
		Light Jacket	Roland	10.0
		Nike Shoes	Amritansh	300.0
			Joseph	300.0
	UGGs		Kathryn	25.0
		Shoelaces	Seth	20.0
		Snapback Hat	Roland	10.0
		Tie	Roland	10.0
		UGGs	Kathryn	25.0
April	Socks		Roland	200.0
			Seth	50.0
	Under Armour Shoes		Kathryn	25.0

A snippet of the Pivot table used to generate the bubble plot.

Figure 9: High-Dimensional Pivot Table - Fact Data Quantity

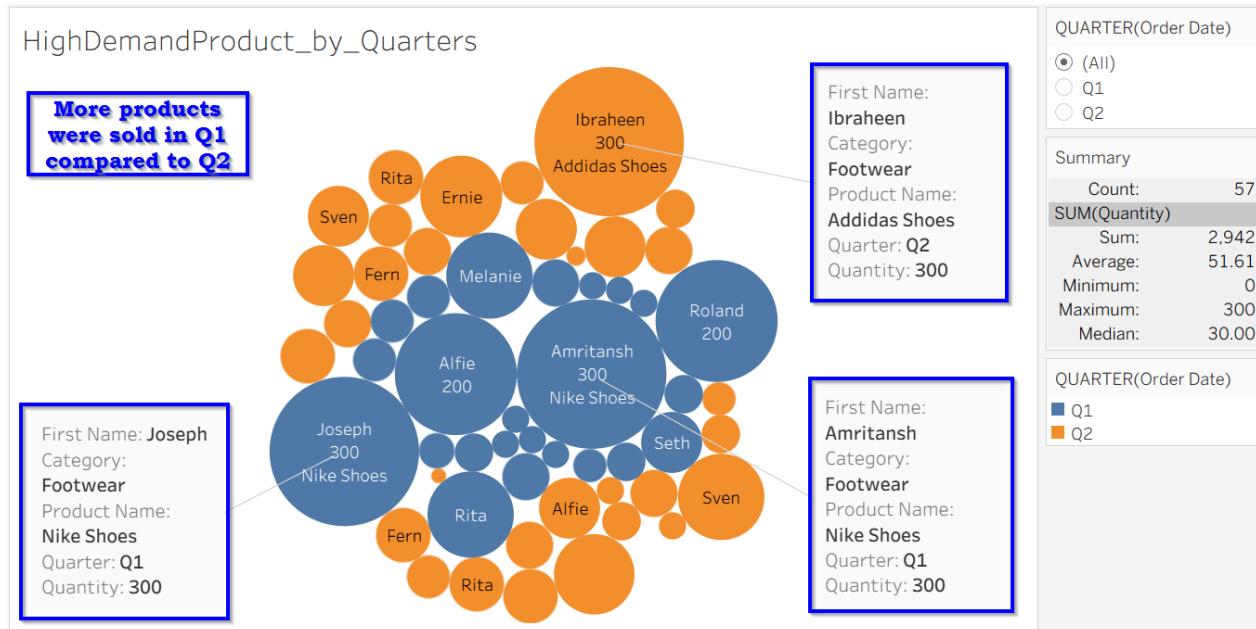


Figure 10: Bubble Plot - High demand product (quantity) & Customer who purchased the product

3.3.1 Bubble Chart

To understand the demand of a certain product and its popularity among customers over two quarters, a Bubble Plot was generated.

- **Dimensions Visualized:**

Customer Name, Category Name, Product Name, Quarter, and Quantity (See [Figure 10](#)). You can find the data related to this plot in a screenshot of table [Figure 9](#)

- **Finding:**

It was observed that “Amritansh” and “Joseph” drove bulk demand in Q1, both purchasing **300 units of Nike Shoes** in Q1. In Q2, “Ibraheen” was the most demanding customer who purchased **300 units of Adidas Shoes**. This suggests a seasonal bulk-buying pattern rather than steady consumption.

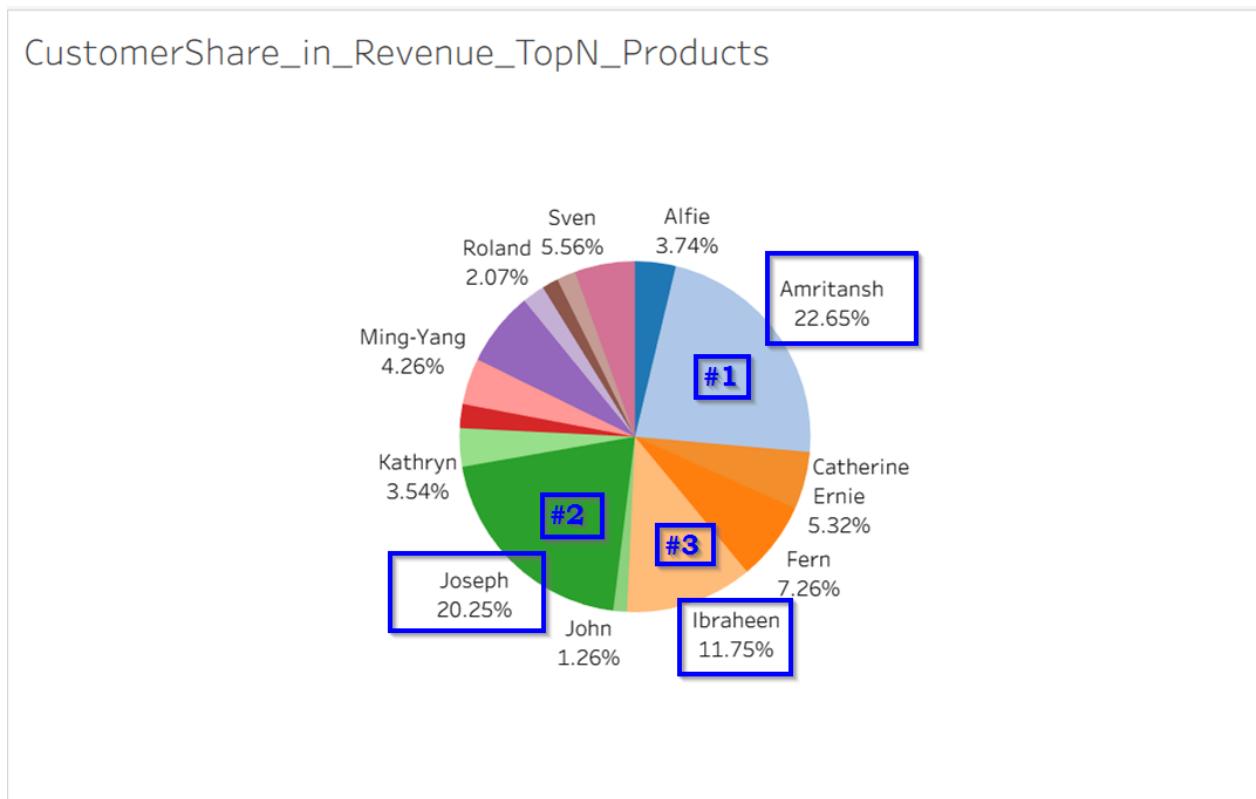


Figure 11: Customer: Revenue Contribution - Pie Chart

3.3.2 Revenue Dependence Risk (Pie Chart)

To address the strategic goal of identifying “Key Account Risk,” the total revenue contribution per customer was analyzed and illustrated in [Figure 11](#).

- **Visualization:**

A Pie Chart illustrating the percentage share of Total Revenue was created (See [Table 1](#) for the source dataset).

- **Finding:**

A dangerous lack of diversification was revealed. It was found that three customers alone — **Amritansh** (22.65%), **Joseph** (20.25%), and **Ibraheen** (11.75%) — account for more than half of the total revenue. This confirms a high-risk scenario where the loss of a single customer among the top-3 could destabilize the company financially.

3.3.3 Advanced Pareto Analysis: Customer Portfolio Concentration

To mathematically validate the strategic risk of “Revenue Dependence,” a dual-axis Pareto analysis was implemented (See [Figure 12](#)). This visualization correlates the cumulative percentage of the customer base against the cumulative percentage of total revenue.

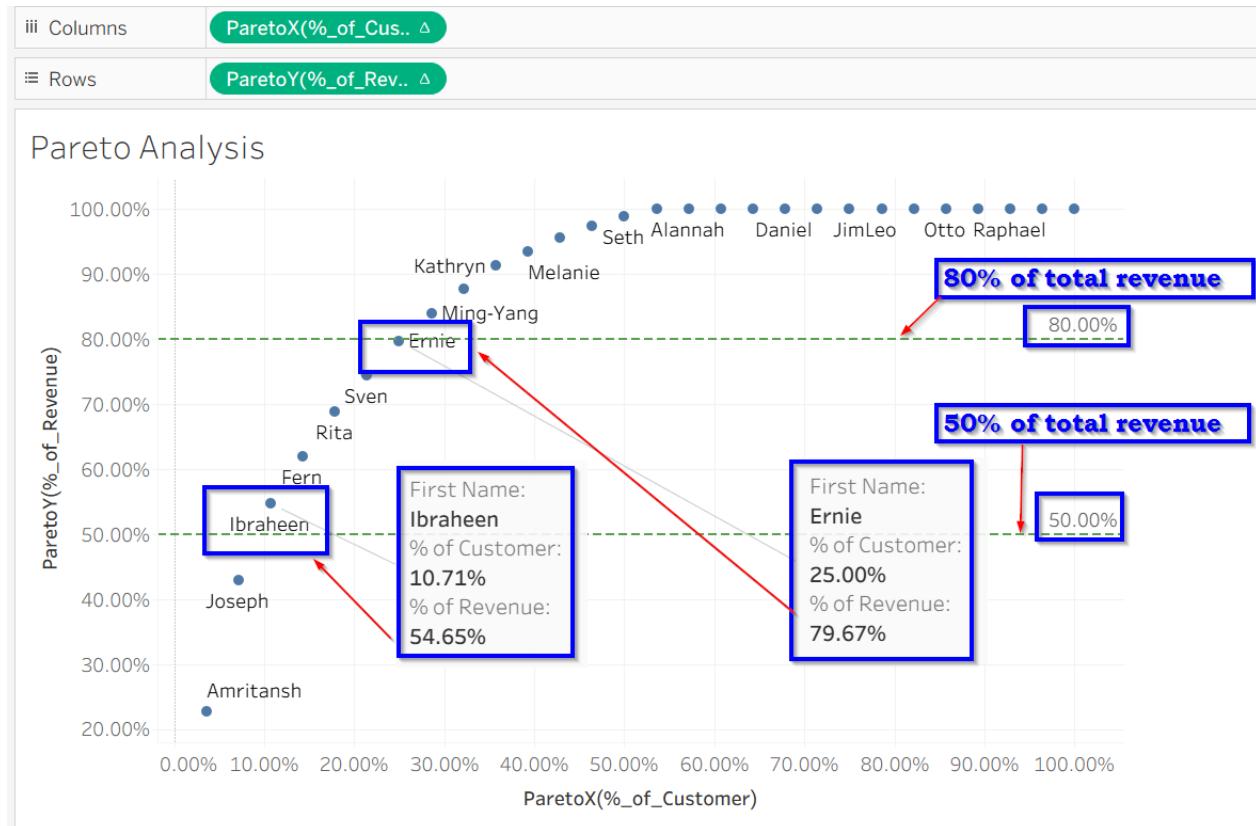


Figure 12: Customer: Pareto Analysis

Methodology:

Window calculations were utilized in Tableau to derive the Lorenz curve [4] coordinates.

- **Cumulative Revenue (Y-Axis):**

The metric was calculated using the formula

$$\text{ParetoY}(\% \text{Revenue}) = \frac{\text{RUNNING_SUM}(\sum[\text{Revenue}])}{\text{TOTAL}(\sum[\text{Revenue}])} \quad (1)$$

- **Customer Percentile (X-Axis):**

The metric was calculated using the index ratio over the sorted Customer dimension

$$\text{ParetoX}(\% \text{Customer}) = \frac{\text{INDEX}())}{\text{SIZE}())} \quad (2)$$

Strategic Insight (The 80/25 Rule): As illustrated in the chart (See [Figure 12](#)), a significant concentration of financial value was observed within a minority of the client base.

- **The 50% Threshold:**

It was identified that the top **10.71%** of customers (represented by the marker for client “Ibraheen”) generate **54.65%** of the total revenue.

- **The 80% Threshold:**

The intersection lines confirm that **25.00%** of the customer base (up to client “Ernie”) accounts for **79.67%** of total revenue.

Strategic Connection:

This analysis validates the “Revenue Dependence Risk” identified in the BI Strategy. The finding that approximately 80% of revenue is derived from only a quarter of the customers indicates a high volatility risk; the loss of key accounts in this top quartile would have a disproportionate impact on financial stability.

3.3.4 Product Portfolio Strength (Bar Chart)

Finally, the product mix was analyzed to determine which categories and which products were carrying the revenue load.

- **Visualization Category:**

A Bar Chart (See [Figure 13](#)) for Revenue generated by Category was produced (See [Table 2](#) for the source dataset).

- **Finding Category:**

“Footwear” category was identified as the dominant revenue generator during Q1 significantly outperforming other categories. However, footwear sales dropped sharply during Q2. All other category picks up sales during Q2. The revenue generated during Q1 (\$38,686.75) was still better than that of Q2 (\$29,450.25), meaning that footwear was a significant part of the total revenue. We should keep an ample stock of footwear in our inventory during Q1.

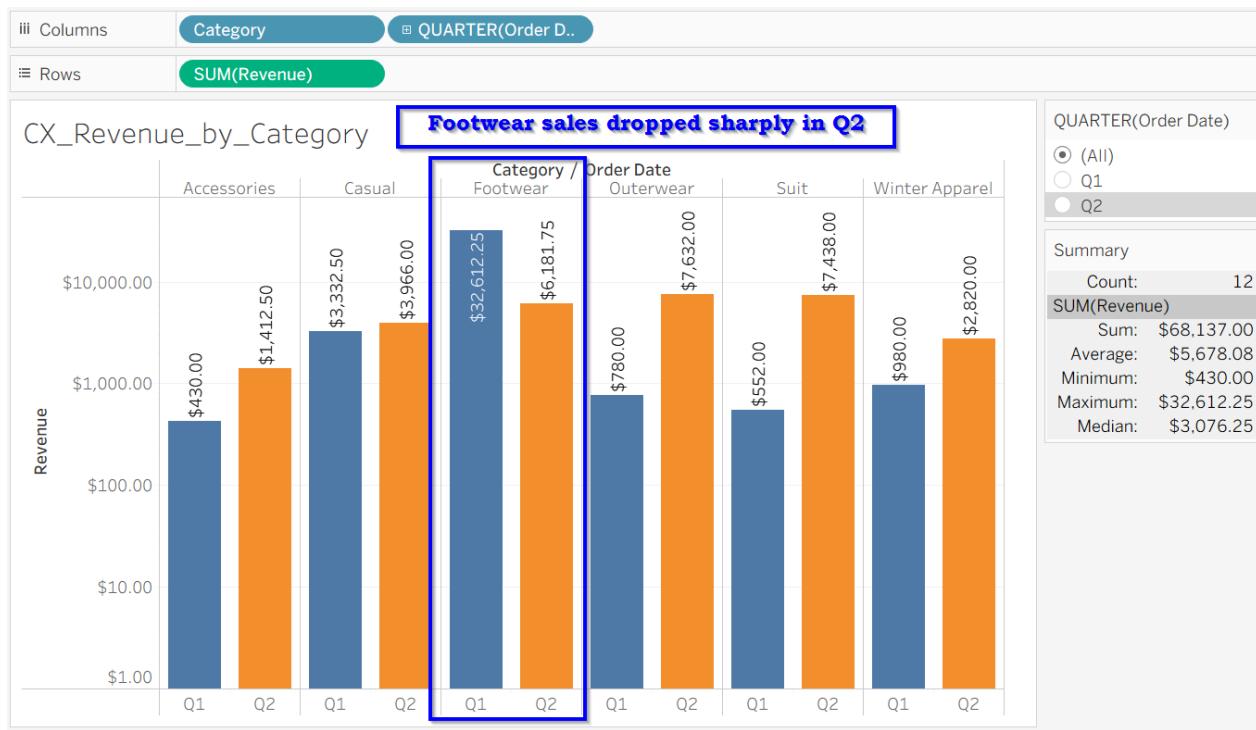


Figure 13: Revenue by Category for Q1 vs Q2

- **Visualization Product:**

A Bar Chart (See [Figure 14](#) for Revenue generated by Category was produced (See [Table 3](#) for the source dataset).

- **Finding Product:**

“Nike Shoes” was identified as the dominant revenue generator (\$29,670.00) during Q1, significantly outperforming other categories. “Adidas Shoes” was the best performing product (\$5,418.00) in Q2. Two products (UGGs and Under Armour Shoes) didn’t sell in Q2. On the other hand, **11 products** were sold first time in Q2, which didn’t have any sales in Q1.

Observation:

There is a significant shift in product demand from Q1 to Q2, with the **Suits** and **Outerwear** categories showing strong increases in Q2, while **Footwear** sales decreased drastically.

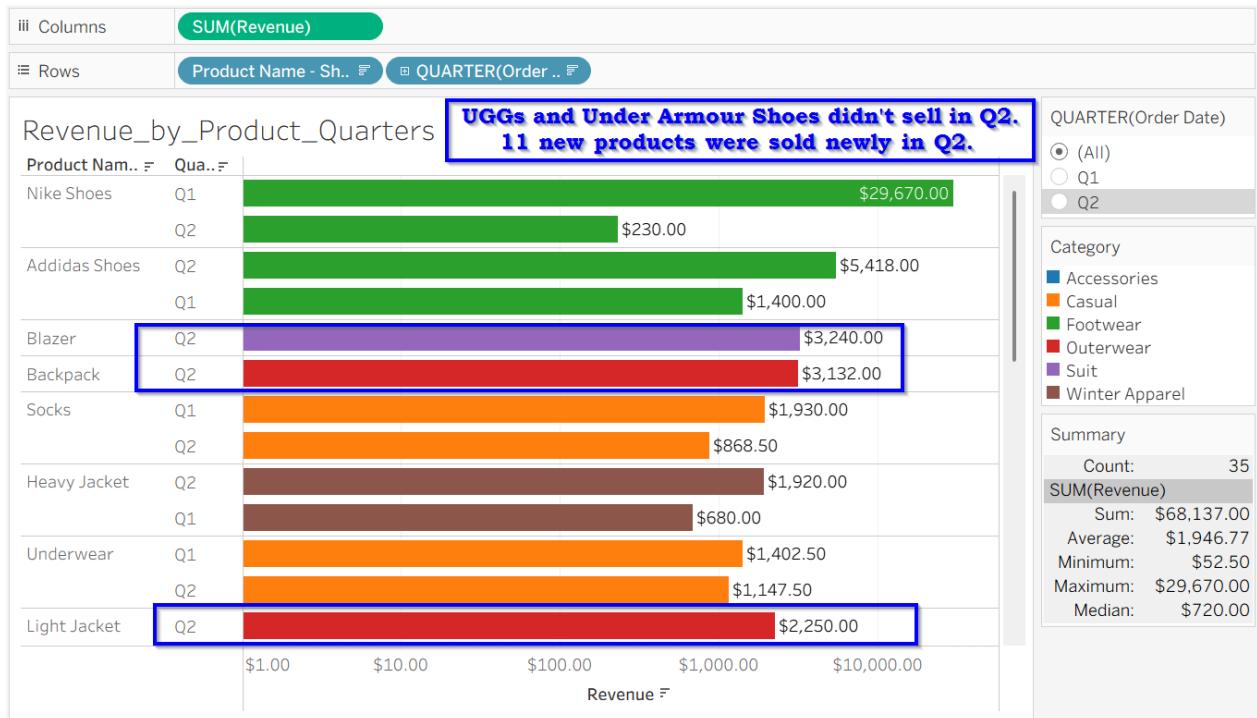


Figure 14: Revenue by Product for Q1 vs Q2

4 Supplier Side Analysis (Supply)

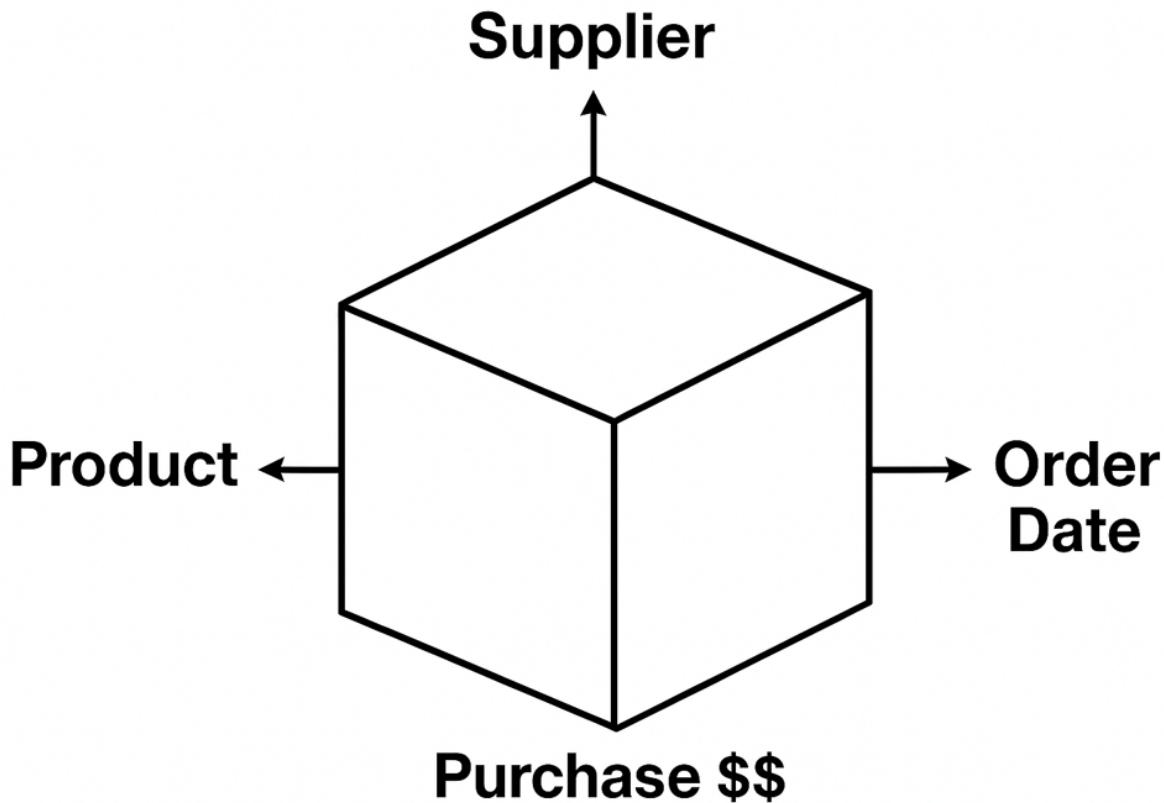


Figure 15: Supplier Data-cube: Supplier, Product, Submitted Date(Time)

many-to-one (M:1) supply side to identify cost optimization opportunities and evaluate supplier pricing structures. In accordance with the Business Intelligence (BI) strategy, the analysis was extended to the supply side to identify cost-optimization opportunities and evaluate supplier pricing structures. This phase progressed from data-structure definition to high-dimensional exploration (pivot tables), outlier detection using SQL, and finally to prescriptive modeling through statistical clustering.

4.1 Construction of the Supply-Side Data Cube

To facilitate this analysis, a specific Supply-Side Data Cube was constructed (See [Figure 15](#)). The Star Schema was defined to capture procurement activities:

- **Fact Table:**
Purchase Order Details (Facts: *Quantity* and *UnitCost*).
- **Dimension Tables:**
Suppliers (Who), Products (What), Purchase Orders (When).

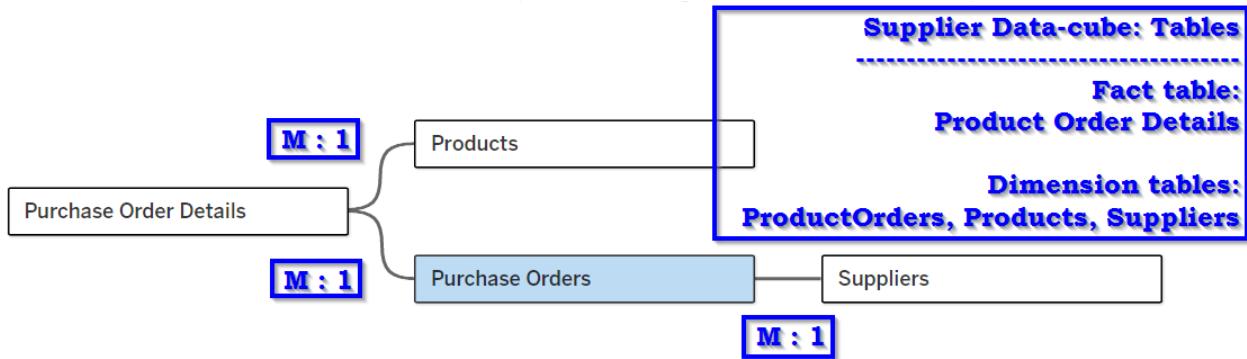


Figure 16: Supplier Data-cube: Snowflake Schema Tables

These tables were linked via Primary and Foreign Keys (e.g., SupplierID, ProductID) to create a multi-dimensional structure capable of supporting the slicing and dicing operations required to answer complex questions about supplies. The **ProductOrderDetails** table and **ProductOrders** table have an M:1 relationship, with OrderID acting as a foreign key for the **PurchaseOrderDetails** table. The **PurchaseOrderDetails** table and the **Products** table have a M:1 relationship, with ProductID acting as the foreign key. Lastly, the **PurchaseOrders** table and the **Suppliers** table have a M:1 relationship (a supplier can supply for multiple Product Orders) with SupplierID acting as a foreign key, as shown in Figure 16.

4.2 Pivot Table Operations: Slicing and Dicing

To investigate purchasing patterns, High-dimensional pivot tables were utilized to perform Online Analytical Processing (OLAP) operations.

Slicing and Dicing Strategy:

The data was sliced by the *Time dimension - Q1* (See Figure 17) and diced by *Product Category*. This operation enabled granular verification of individual procurement transactions. For example, through drill-down operations, it was determined that 350 units of “Adidas Shoes” were procured from “Haley” in Q1 at a unit price of \$20.00. (See Figure 18). This level of detail is necessary to verify if bulk orders are correlated with price reductions.

4.3 Price Variance Identification (SQL Queries)

To address the strategic objective of detecting “overcharging” suppliers, a hybrid analytical approach integrating high-dimensional pivot tables, Python scripting, and SQL logic was implemented to detect overpriced suppliers.

Methodology:

The price variance analysis was executed through the following multi-stage workflow:

1. Data Extraction:

SP_Cube_PivotTable_Slicing

Slicing Operation:
Slicing by Q1 so that we can analyze Q1 and Q2 separately.

Quarte..	Month ..	Product Name - Short	First Name	Quantity	Unit Cost
Q1	January	Nike Shoes	Haley	400.0	68.0
		Rain Jacket	Skylar	40.0	40.0
		Scarf	Skylar	20.0	8.0
		Shoelaces	Allison	75.0	3.0
		Short Sleeve Shirt	Jesse	100.0	5.0
		Snapback Hat	Victoria	80.0	32.0
		Snowboots	Victoria	40.0	16.0
		Snowpants	Skylar	40.0	22.0
		Socks	Skylar	240.0	14.0
		Suit Pants	Skylar	40.0	17.0
		Sweatshirt	Victoria	80.0	13.0
		Tie	Skylar	70.0	21.0
		Under Armour Shoes	Haley	325.0	4.0
		Under Armour Shoes	Haley	80.0	28.0
		Underwear	Skylar	200.0	20.0
		Vest	Skylar	20.0	8.0
	March	Addidas Shoes	Haley	350.0	20.0
		Backpack	Shaina	50.0	26.0
		Collared Shirt	Jesse	100.0	15.0
		Heavy Jacket	Skylar	25.0	30.0
		Nike Shoes	Haley	550.0	68.0
		Socks	Skylar	50.0	7.0
		Tie	Skylar	35.0	14.0

Figure 17: Supplier: Pivot Table - Slicing Operation

SP_Cube_PivotTable_Dicing

Dicing & Drill-down

After slicing data-cube on Q1,
Dicing the data
by Category - Footwear & Winter Apparel

Quarte..	Month ..	Product Name - Short	First Name	Quantity	Unit Cost
Q1	January	Addidas Shoes	Haley	160.0	20.0
		Heavy Jacket	Skylar	40.0	30.0
		Nike Shoes	Haley	400.0	68.0
		Snowboots	Victoria	40.0	16.0
		Snowpants	Skylar	40.0	22.0
		UGGs	Haley	325.0	4.0
		Under Armour Shoes	Haley	80.0	28.0
		Under Armour Shoes	Haley	350.0	20.0
		Underwear	Skylar	25.0	30.0
		Vest	Haley	550.0	68.0
		Adidas Shoes	Haley	50.0	7.0
		Heavy Jacket	Skylar	35.0	14.0
		Nike Shoes	Haley	35.0	21.0
		Tie	Skylar	20.0	8.0
	March	Addidas Shoes	Haley	350.0	20.0
		Backpack	Shaina	50.0	26.0
		Collared Shirt	Jesse	100.0	15.0
		Heavy Jacket	Skylar	25.0	30.0
		Nike Shoes	Haley	550.0	68.0
		Socks	Skylar	50.0	7.0
		Tie	Skylar	35.0	14.0

Figure 18: Supplier: Pivot Table - Dicing Operation

```
# 4. execute SQL Query
query = """
-- Find suppliers whose unit cost is above the average unit cost for each product
-- First Find the average unit cost per product, then join back to find suppliers above that average
WITH AvgProductCost AS (
    SELECT
        ProductName,
        AVG(MeasureValues) AS AvgUnitCost
    FROM
        Supplier_Cube
    WHERE
        MeasureNames = 'Unit Cost'
    GROUP BY
        ProductName
)
SELECT
    sc.FirstName as SupplierFirstName,
    sc.ProductName,
    sc.MeasureValues AS UnitCost,
    apc.AvgUnitCost
FROM
    Supplier_Cube sc
JOIN
    AvgProductCost apc ON sc.ProductName = apc.ProductName
WHERE
    sc.MeasureNames = 'Unit Cost'
    AND sc.MeasureValues > apc.AvgUnitCost
ORDER BY
    sc.MeasureValues DESC, sc.FirstName, sc.ProductName
"""

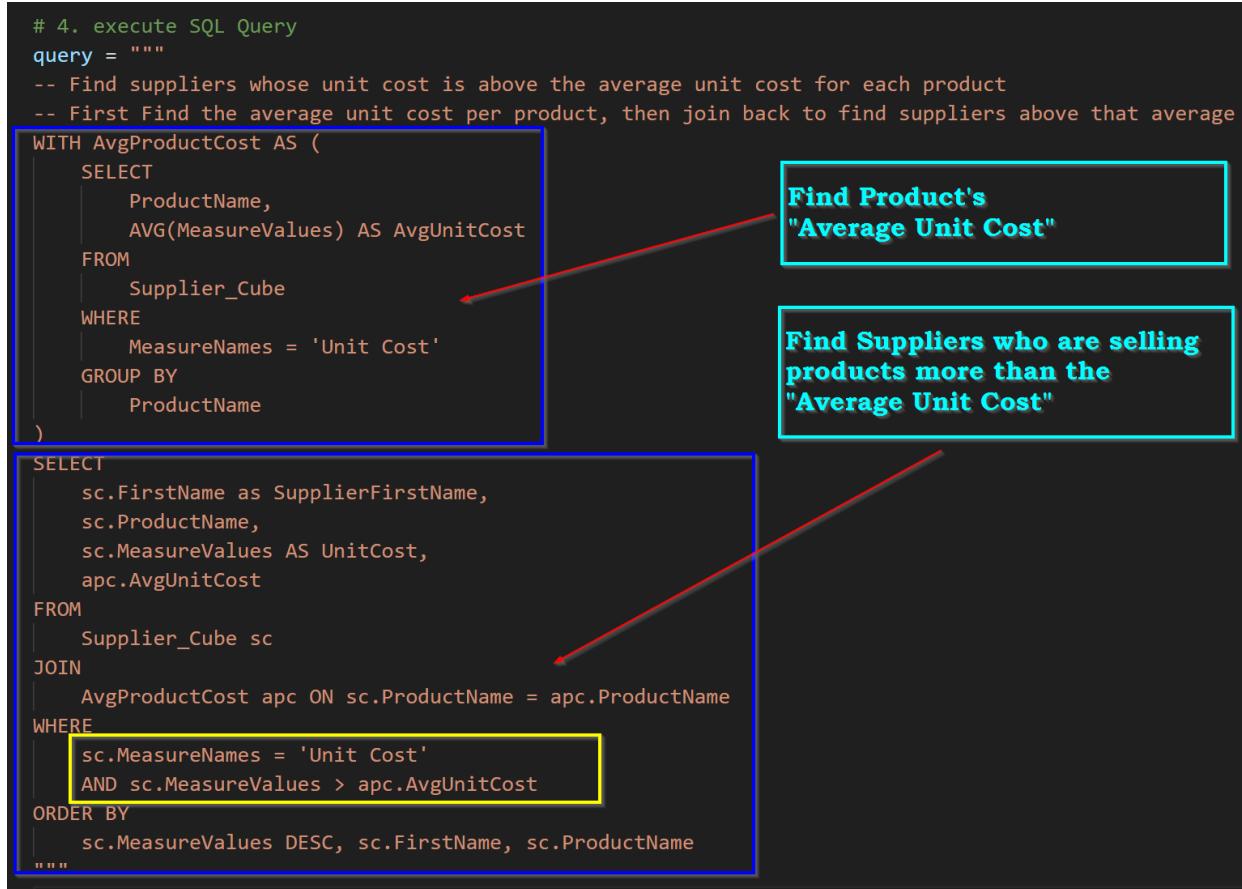

```

Figure 19: Analytics Technique - Query

The processed data from the Supplier-Side Pivot Table was exported into a structured Excel datasheet (Supplier_Cube_PivotTable_TT.xlsx) using the Tableau Table extension. This step ensured that the data structure resulting from the previous slicing and dicing operations was preserved for algorithmic analysis.

2. In-Memory Database Construction:

Python was utilized to ingest this Excel dataset into an in-memory relational database using the sqlite3 library. This architecture was selected to allow for the execution of complex Structured Query Language (SQL) scripts on the static dataset without requiring direct write access to the enterprise warehouse. The Python script implementing this logic (query.py) and the source dataset are available in the project repository:

<https://github.com/bhavik-knight/5560-high-dimensional-analysis>

3. Common Table Expression (CTE) Logic:

A query was constructed using a Common Table Expression (CTE) to derive the benchmark costs. The CTE first calculated the *Average Unit Price* for every product across all vendors. This derived metric was then joined back to the main dataset to isolate specific transactions where the suppliers were charging higher than the average unit cost (See [Figure 19](#)).

(high-dim-analysis) PS C:\Users\Bhavik\Dropbox\edu\smu\fall\bi_data_viz\high_dim_analysis> uv run .\query.py			
Supplier_Cube_Pivot_Table			
SupplierFirstName	ProductName	UnitCost	AvgUnitCost
0 Skyler	Blazer	61.0	60.500
1 Skyler	Rain Jacket	40.0	39.500
2 Haley	Under Armour Shoes	28.0	20.750
3 Skyler	Tie	21.0	17.500
4 Skyler	Light Jacket	19.0	18.875
5 Skyler	Dress Shirt	14.0	13.500
6 Skyler	Socks	14.0	10.500

Figure 20: Analytics Technique - Query Result

Strategic Finding:

The query results (See [Figure 20](#)) indicated that specific suppliers, notably **Haley** and **Skyler**, consistently sold products such as “Under Armour Shoes” and “Light Jackets” at prices significantly higher than the market average. This finding isolates specific targets for price negotiation to reduce procurement costs.

4.4 Supplier Substitution Analysis (Statistical Clustering)

To identify viable substitute suppliers for price negotiation, an unsupervised statistical classification method—**Hierarchical Agglomerative Clustering**—was applied to determine supplier similarity based on product overlap.

Methodology:

Since the dataset is categorical (representing the presence or absence of a product in a supplier's catalog), the data was first one-hot encoded (0/1). The hierarchical clustering algorithm is defined by **only two hyperparameters** (i.e., the distance metric and the linkage criterion). The data used for this statistical analysis are presented in the appendix [Table 5](#).

- **Distance Metric:**

The **Jaccard Distance** was selected rather than Euclidean distance. This metric was chosen because it focuses solely on the intersection of products provided (1-1 matches), ignoring the infinite combinations of products that neither supplier provides (0-0 matches).

The formula for Jaccard distance is: $D(A, B) = 1 - J(A, B)$; where

$$J(A, B) = \frac{|A \cap B|}{|A \cup B|} \quad (3)$$

- **Linkage:**

Average linkage criteria were applied to build the cluster hierarchy. [\[3\]](#)

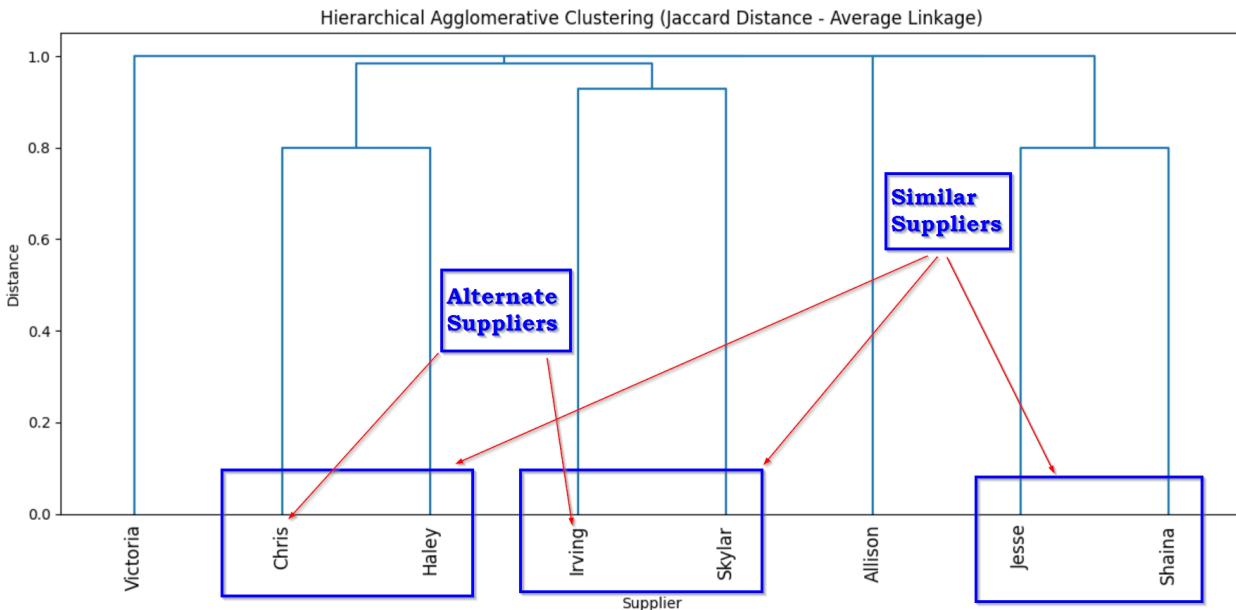


Figure 21: Analytics Technique - Hierarchical Clustering

Clustering Results and Recommendation: As illustrated in the resulting dendrogram (See [Figure 21](#)), distinct clusters of similarity were observed. Thus, negotiating with similar suppliers for lower prices could be beneficial for the business, as the same products can be procured at a cheaper rate.

1. Haley and Chris:

It was observed that supplier “Haley” shares high similarity with supplier “Chris”. Since the SQL analysis identified Haley as an expensive supplier, “Chris” is recommended as a cost-effective substitute for products like Under Armour Shoes (\$13.50 / unit) compared to Haley (\$28.00 / unit). This business could **save \$1160.00** should all **80 units** be ordered from Chris rather than Haley.

2. Skylar and Irving:

Similarly, “Skylar” was found to be clustered with “Irving”. Consequently, purchasing volume for Dress Shirts could be shifted from Skylar to Irving to achieve cost savings without sacrificing product availability. This could **save \$1.00 per unit** should the supplier be switched to Irving instead of Skyler.

3. Skylar and Chris:

Alternatively, if **loosening** the threshold would result in “Skylar” being similar to “Chris” by moving hierarchy up. This could **save \$25.00 per 100 units** if the supplier is to be switched to Chris instead of Skyler (See [Figure 24](#)).



Figure 22: Analytics Technique - Hierarchical Clustering

A Python script is written to generate this hierarchical clustering on the table mentioned here. Please visit the following link, and follow `README.md` file's instructions to run the script to reproduce the result.

<https://github.com/bhavik-knight/5560-high-dimensional-analysis>

If you cannot access the script. You can use the script from the appendix [subsection 7.2](#)

4.4 Statistical Analysis

4 Supplier Side Analysis (Supply)

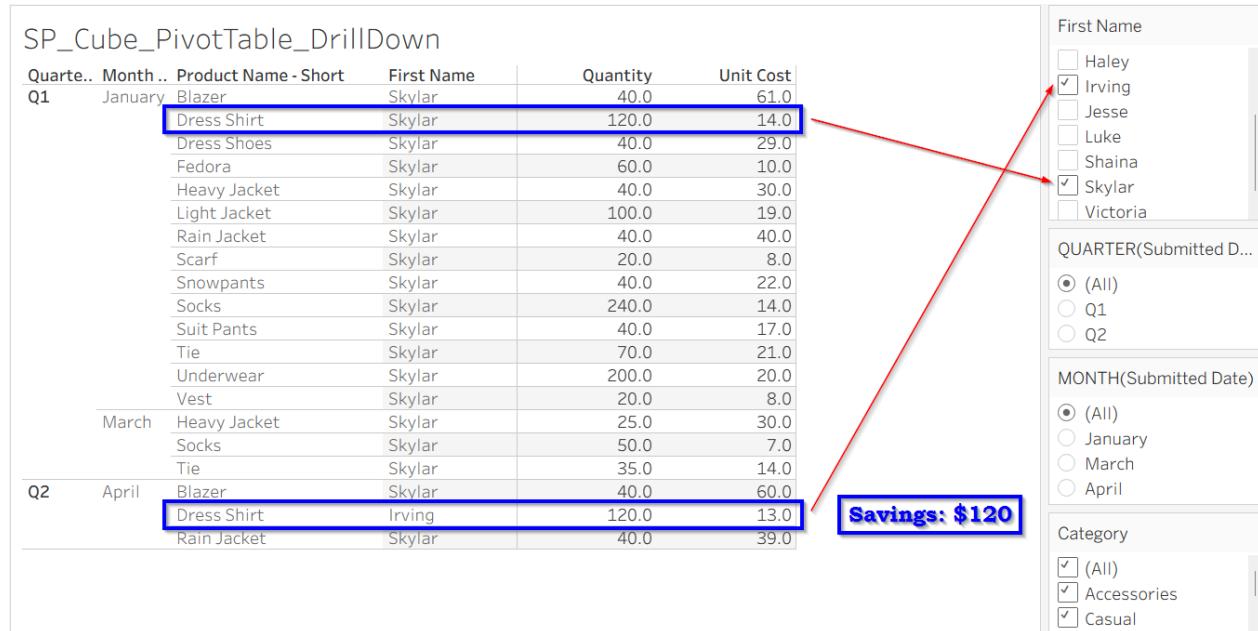


Figure 23: Analytics Technique - Hierarchical Clustering



Figure 24: Analytics Technique - Hierarchical Clustering

5 Story Summaries and Strategic Conclusions

This section synthesizes the analytical findings into actionable business insights. Each summary corresponds directly to the Business Intelligence (BI) strategies established in [section 2](#), confirming that the high-dimensional analysis addressed the organization's critical business questions.

5.1 Customer Domain: Revenue Vulnerability and Seasonal Shifts

The customer-side analysis was driven by the strategic need to "evaluate revenue stability" and "track purchasing behaviors across time" (Strategies [subsection 2.1](#)).

- **Confirmation of Revenue Dependence Risk:**

In alignment with the Pareto analysis strategy, the hypothesis regarding customer concentration was validated. It was determined that the company faces a critical stability risk, as **54.65%** of total revenue is derived from only three customers, Joseph, Amritansh, and Ibraheen. Furthermore, the dual-axis Pareto analysis confirmed that the top 25% of customers account for nearly 80% of revenue. The loss of any single key account would have a disproportionately severe financial impact, necessitating the development of a revenue diversification strategy.

- **Identification of Seasonal Inventory Cycles:**

Through the high-dimensional slicing of the Product portfolio against the Time dimension (Strategy [subsection 2.1](#)), a significant temporal shift in demand was observed. While "Footwear" was identified as the dominant category in Q1 (generating \$32,612), sales for this category dropped precipitously in Q2 (to \$6,181). Conversely, categories such as "Suits" and "Outerwear" saw strong growth in Q2. This insight dictates that inventory planning must be dynamic, shifting stock levels of Nike Shoes down and formal wear up as the fiscal year progresses.

5.2 Supplier Domain: Cost Inefficiencies and Substitution Opportunities

The supplier-side analysis addressed the strategic objectives of "identifying price variances" and "determining substitute suppliers" via statistical clustering (Strategy [subsection 2.2](#)).

- **Detection of Overcharging Suppliers:**

Pursuant to the SQL query strategy designed to flag costs above the market average, two specific suppliers—**Haley (Supplier 1)** and **Skylar (Supplier 2)**—were isolated as cost inefficiencies. It was found that these vendors consistently charge prices higher than the average for identical items, specifically "Under Armour Shoes" and "Light Jackets".

- **Prescriptive Supplier Substitution Analysis:**

To resolve the pricing issue, the Hierarchical Clustering strategy was applied to identify similar vendors. Actionable supplier arbitrage opportunities were identified:

1. **Under Armour Shoes:**

It is recommended that orders be shifted from **Haley** (\$28.00/unit) to **Chris** (\$13.50/unit), resulting in a savings of approximately \$14.50 per unit.

2. **Dress Shirts:**

It is recommended that orders be shifted from **Skylar** (\$14.00/unit) to **Irving** (\$13.00/unit) to achieve immediate marginal cost reductions without sacrificing product availability.

6 Learning Reflection

6.1 Moving from “Flat” to Multidimensional Data Analysis

A core theoretical takeaway from this assignment is the shift from flat-file data processing to high-dimensional rationality. As noted in the course theory, data analytics is not a black-box process but rather a “fishing pole” used to catch specific insights [8]. Working with flat spreadsheets often obscures complex relationships due to data redundancy and “data-maker bias,” where the analysis is limited to pre-selected columns.

By constructing **Star and Snowflake schemas**, we effectively enabled functional Data Cubes. This structural foundation was the prerequisite for resolving Many-to-Many relationships—such as Suppliers to Products—into usable One-to-Many relationships [7]. This transition allowed us to move beyond simple aggregation to dynamic slicing, dicing, and drill-down [6], revealing that while “Footwear” drives revenue in Q1 (\$32,612), demand collapses in Q2, necessitating a strategic inventory pivot to “Suits”.

6.2 The Value of Defined Questions

Before analyzing the business problem, we learned the importance of defining clear questions and forming assumptions, rather than performing unguided exploratory analysis. Our *Business Intelligence Strategy* required us to formulate specific hypotheses, such as the existence of “Key Account Risk” and “Supplier Price Variance”.

This question-driven approach validated that high-dimensional analysis supports crucial decision-making. By viewing data through the intersection of the *Customer Dimension* and *Revenue Measure*, we validated the Pareto principle: a dangerous 54.65% of our revenue is dependent on just three customers (Amritansh, Joseph, and Ibraheen) [5]. This was not a guess, but a rational calculation enabled by the multidimensional view.

6.3 The Synergy of Hybrid Analytical Techniques

Finally, this project demonstrated that a robust BI strategy relies on the integration of distinct analytical tools rather than a single method. We utilized a hybrid workflow to improve business processes:

6.3.1 Visualization (Descriptive Analysis)

Visualization tools provided the necessary descriptive foundation. **Bubble charts** and **Pareto analysis** highlighted *where* the risks lay, specifically identifying the seasonal bulk-buying behaviors of top customers [1].

6.3.2 SQL Queries (Diagnostic Analysis)

Structured **SQL queries** provided the analytical precision needed to isolate inefficiencies. We identified that suppliers *Haley* and *Skylar* were consistently overcharging for items like “Under Armour Shoes” compared to market averages.

6.3.3 Statistical Analysis (Prescriptive Analysis)

Moving from diagnosis to solution required statistical clustering. By applying **Hierarchical Agglomerative Clustering** with **Jaccard distance**, we mathematically identified “Chris” and “Irving” as the most similar viable substitutes [2].

7 Appendix

7.1 Appendix A: Data and Supplemental Tables

7.1.1 Table 1: Customers' contribution in Total Revenue

Table 1: Detailed Customer Share of Total Revenue (All Listed Accounts)

First Name	Revenue (\$)	% of Total Revenue
Amritansh	15,433.00	22.65%
Joseph	13,800.00	20.25%
Ibraheen	8,008.0	11.75%
Fern	4,949.00	7.26%
Rita	4,683.00	6.87%
Sven	3,787.00	5.56%
Ernie	3,625.00	5.32%
Ming-Yang	2,906.00	4.26%
Alfie	2,550.00	3.74%
Kathryn	2,411.00	3.54%
Melanie	1,505.00	2.21%
Roland	1,413.00	2.07%
Shawn	1,190.00	1.75%
Seth	1,020.00	1.50%
John	860.00	1.26%

7.1.2 Table 2: Total Revenue for each Product Category

Table 2: Total Revenue by each Category

Category	Q1 (\$)	Q2 (\$)
Accessories	430.00	1412.50
Casual	3332.50	3966.00
Footwear	32612.25	6181.75
Outerwear	780.00	7632.00
Suit	552.00	7438.00
Winter Apparel	980.00	2820.00

7.1.3 Table 3: Total Revenue for each Product

Table 3: Product Portfolio Performance by Category and Quarter (Revenue in \$)

Category	Product	Q1 (\$)	Q2 (\$)
Accessories	Fitted Hat	500.00	
	Scarf	200.00	
	Shoelaces	210.00	52.50
	Snapback Hat	220.00	660.00
Casual	Collared Shirt	1,950.00	
	Socks	1,930.00	868.50
	Underwear	1,402.50	1147.50
Footwear	Adidas Shoes	1,400.00	5,418.00
	Nike Shoes	29,679.00	230.00
	Snowboots		533.75
	UGGs	822.25	
Outerwear	Under Armour Shoes	720.00	
	Backpack		3,132.00
	Jeans		380.00
	Light Jacket	250.00	2,250.00
Suit	Rain Jacket	530.00	1,590.00
	Short Sleeve Shirt		280.00
	Blazer		3,240.00
	Dress Shirt		2,280.00
Winter Apparel	Dress Shoes		1,560.00
	Tie	552.00	230.00
	Vest		200.00
	Heavy Jacket	680.00	1,920.00
	Snowpants	300.00	900.00

7.1.4 Table 4: High-Dimensional Pivot Table - Supplier

Table 4: Detailed Sales Data: Quantity and Unit Cost by Quarter, Month, and Supplier (Multi-page format)

Quarter	Month	Supplier Name	Product	Quantity	Unit Cost	
January	Q1	Allison	Shoelaces	75	3.00	
			Adidas Shoes	160	20.00	
			Nike Shoes	400	68.00	
		Haley	UGGs	325	4.00	
			Under Armour Shoes	80	28.00	
		Jesse	Collared Shirt	80	15.00	
			Jeans	120	28.00	
			Short Sleeve Shirt	100	5.00	
		Shaina	Backpack	40	26.00	
			Blazer	40	61.00	
			Dress Shirt	120	14.00	
			Dress Shoes	40	29.00	
			Fedora	60	10.00	
			Heavy Jacket	40	30.00	
			Light Jacket	100	19.00	
			Rain Jacket	40	40.00	
			Scarf	20	8.00	
			Snowpants	40	22.00	
			Socks	240	14.00	
			Suit Pants	40	17.00	
March	Q1		Tie	70	21.00	
			Underwear	200	20.00	
			Vest	20	8.00	
	Victoria	Fitted Hat	150	16.00		
		Football Jersey	40	16.00		
		Snapback Hat	80	32.00		
		Snowboots	40	16.00		
		Sweatshirt	80	13.00		
	Haley	Adidas Shoes	350	20.00		
		Nike Shoes	550	68.00		
	Jesse	Collared Shirt	100	15.00		
	Shaina	Backpack	50	26.00		
	Skylar	Heavy Jacket	25	30.00		
		Socks	50	7.00		
		Tie	35	14.00		

Continued on next page

Table 4 – continued from previous page

Quarter	Month	Supplier Name	Product	Quantity	Unit Cost
Q2	April	Chris	Light Jacket	10	18.75
			Under Armour Shoes	1	13.50
		Irving	Dress Shirt	120	13.00
		Jesse	Backpack	40	26.00
		Shaina	Silver Necklace	10	9.00
		Skylar	Blazer	40	60.00
			Rain Jacket	40	39.00

7.1.5 Table 5: Suppliers with their supplied product Listings**Table 5: Supplier-Product Mapping**

Supplier Name	Product ID
Haley	1
Haley	34
Haley	43
Haley	81
Skylar	6
Skylar	7
Skylar	8
Skylar	14
Skylar	17
Skylar	19
Skylar	20
Skylar	21
Skylar	40
Skylar	41
Skylar	48
Skylar	51
Skylar	74
Skylar	77
Victoria	3
Victoria	4
Victoria	5
Victoria	65
Victoria	66

Continued on next page

Table 5 – continued from previous page

Supplier Name	Product ID
Allison	80
Jesse	52
Jesse	56
Jesse	57
Jesse	72
Shaina	72
Shaina	85
Irving	40
Chris	1
Chris	6

7.2 Appendix B: Python Scripts

7.2.1 Script for SQL Query

Listing 1: SQL Query to Identify Overcharging Suppliers

```
1 import pandas as pd
2 import sqlite3
3
4 # 1. Read all sheets from Excel into a dictionary of DataFrames
5 excel_file = "Supplier_Cube_PivotTable_TT.xlsx"
6 sheets_dict = pd.read_excel(excel_file, sheet_name=None)
7
8 # 2. Create an in-memory SQLite database
9 conn = sqlite3.connect(":memory:")
10
11 # 3. Write each sheet to SQLite as a table
12 for sheet_name, df in sheets_dict.items():
13     df.to_sql(sheet_name, conn, if_exists="replace", index=False)
14
15 # 4. SQL query using Common Table Expression (CTE)
16 query = """
17 WITH AvgProductCost AS (
18     SELECT
19         ProductName,
20         AVG(MeasureValues) AS AvgUnitCost
21     FROM
22         Supplier_Cube
23     WHERE
24         MeasureNames = 'Unit Cost'
25     GROUP BY
26         ProductName
27 )
28     SELECT
29         sc.FirstName AS SupplierFirstName,
30         sc.ProductName,
31         sc.MeasureValues AS UnitCost,
32         apc.AvgUnitCost
33     FROM
34         Supplier_Cube sc
35     JOIN
36         AvgProductCost apc
37     ON
38         sc.ProductName = apc.ProductName
39     WHERE
40         sc.MeasureNames = 'Unit Cost'
```

```

41     AND sc.MeasureValues > apc.AvgUnitCost
42 ORDER BY
43     sc.MeasureValues DESC,
44     sc.FirstName,
45     sc.ProductName;
46 """
47
48 # 5. Execute query and display results
49 result_df = pd.read_sql_query(query, conn)
50 print(result_df)

```

7.2.2 Script for Statistical Analysis - Clustering

Listing 2: Hierarchical Clustering of Suppliers Using Jaccard Distance

```

1 import pandas as pd
2 import matplotlib.pyplot as plt
3 from scipy.spatial.distance import pdist
4 from scipy.cluster.hierarchy import linkage, dendrogram
5
6 # 1. Load dataset
7 file_path = "dataset2.xlsx"
8 df = pd.read_excel(file_path)
9
10 # 2. One-hot encode ProductID
11 df_encoded = pd.get_dummies(df, columns=["ProductID"])
12
13 # 3. Build Supplier x Product matrix
14 supplier_product_matrix = df_encoded.groupby("SupplierID").max()
15
16 # 4. Convert to NumPy matrix
17 X = supplier_product_matrix.values
18
19 # 5. Compute Jaccard distance
20 jaccard_dist = pdist(X, metric="jaccard")
21
22 # 6. Perform hierarchical clustering (average linkage)
23 Z = linkage(jaccard_dist, method="average")
24
25 # 7. Plot dendrogram
26 plt.figure(figsize=(12, 6))
27 dendrogram(
28     Z,
29     labels=supplier_product_matrix.index.astype(str),
30     leaf_rotation=90

```

```
31 )
32
33 plt.title("Hierarchical Agglomerative Clustering (Jaccard Distance,
34     Average Linkage)")
35 plt.xlabel("Supplier")
36 plt.ylabel("Distance")
37 plt.tight_layout()
38 plt.savefig("dendrogram.png", bbox_inches="tight")
39 plt.show()
```

References

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